

pg 12

Youth Concerns - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
June 16, 1991, 6:17pm,
7:17pm
18, 1991, 12:17am,
1:17am
June 20, 1991, 5:17am,
6:17am
June 23, 1991, 10:17am,
11:17am
June 26, 1991, 12:17am,
1:17am
June 28, 1991, 3:17am, 4:17am
June 29, 1991, 8:17pm, 9:17pm

In this two part series, Julie Spackmen Executive Director of Girls Incorporated of St. Louis discusses how young girls are June taught usable skills, self-esteem building techniques, ways to handle peer pressure in order for them to become upstanding young adults in the community.

Part 1 4:30

In this two part series. Jesse

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Youth Concerns - In Your Interest
Durations/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
May 8, 1991, 11:17am,
12:17pm, 1:17pm
May 9, 1991, 9:17pm,
10:17pm, 11:17pm
May 10, 1991, 3:17am,
4:17am, 5:17am
May 12, 1991, 2:17pm,
3:17pm, 4:17pm
May 13, 1991, 9:17pm,
10:17pm, 11:17pm
May 15, 1991, 9:17pm,
10:17pm, 11:17pm
May 16, 1991, 9:17pm,
10:17pm, 11:17pm

In this three part series, Pat Hederman Heisse, Executive Director of the Caring Foundation for children in St. Louis was the featured guest. Ms. Heisse provided an overview of the Foundation history, its funding programs and services. It mainly provides health care to indigent children. Ms. Heisse also discussed enrollment procedures and illustrated how Blue Cross Blue Shield continues to be the main supporter and facilitator for the foundation.

pg 13a

Youth Concerns - PSA

Descriptions

:60

Covenant House Sponsors this campaign aimed to help runaway teens re-unite with their families. During the period of April 1 - June 30, 1991 this PSA ran daily at 1:55pm, 3:57pm, 4:48pm, 7:48pm, 9:55pm, 10:55pm, 11:57pm.

:30

United Way sponsors this campaign showing how young kids can be turned around from trouble by providing them with positive role models and activities. During the period of April 1 - June 30, 1991 this PSA ran daily at 6:57am, 8:57am, 1:48pm, 7:55pm, 8:48pm, 10:55pm.

:60

Boys Town uses a variety of national spokesmen that explain the areas of personal growth and development young people are provided. During the Period April 1 - June 30, 1991 this PSA ran daily at 12:57pm, 1:55pm, 4:55pm, 5:48pm, 6:57pm, 9:48pm, 11:57pm.

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Government - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

Part 3 4:30

June 11, 1991, 1:17pm,
2:17pm, 3:17pm

June 13, 1991, 1:17pm,
2:17pm, 3:17pm

June 17, 1991 8:17am

In this three part series, Alderman
Jim Schrewsbery of the City of St.
Louis was the featured guest. Mr.
Schrewsbery will be featured
monthly to provide a focus on City
Hall. Mr. Schrewsbery discussed the
basic differences in city and
county government. He talked about

pg 14a

Government - PSA

Descriptions

:30

The Department of Interior sponsors "The War Against Drugs on Federal Lands" campaign that explains law enforcement agents are authorized to prevent drug use on public lands. During the period April 1 - June 30, 1991 this PSA ran daily at 2:57am, 5:55am, 8:48am, 11:55am, 1:57pm, 8:57pm, 10:57pm.

:60

The United States Air Force sponsors this campaign designed to show how it protects U.S. citizens during war and peace times. During the period of April 1 - June 30, 1991 this PSA ran daily at the hours of 9:48am, 11:55am, 12:57pm, 2:48pm, 5:55pm, 7:48pm, 9:48pm.

:30

The United States Marine Corp sponsors the campaign describing the similarities between a good sword and the qualifications for a "few good men". During the period of April 1 - June 30, 1991 this PSA ran daily at 12:55am, 2:56am, 1:57pm, 2:55pm, 5:56pm, 7:56pm, 9:55pm.

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Handicapped - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
May 19, 1991, 1:17pm,
2:17pm, 3:17pm
May 21, 1991, 11:17am,
12:17pm, 1:17pm
May 24, 1991, 7:17am,
8:17am, 9:17am
May 25, 1991, 9:17am,
10:17am, 11:17am
May 26, 1991, 3:17pm,
4:17pm, 5:17pm
May 28, 1991, 3:17pm,
4:17pm, 5:17pm
May 31, 1991, 4:17pm,
5:17pm, 6:17pm
June 2, 1991, 1:17pm,
2:17pm, 3:17pm
June 5, 1991, 1:17pm,
2:17pm, 3:17pm
June 8, 1991, 7:17am,
8:17am, 9:19am

In this three part series, Jean Snyder, Social Services director of the Epilepsy Foundation discusses myths surrounding people with epilepsy. She also talks about medical advances and treatments, employment break through, first aid techniques and the legislative advocacy efforts of the St. Louis Chapter.

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Handicapped - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
June 9, 1991, 11:17am,
12:17pm, 1:17pm
June 14, 1991, 1:17pm,
2:17pm, 3:17pm
June 16, 1991, 12:17am,
1:17am, 2:17am
June 22, 1991, 2:17pm,
3:17pm, 4:17pm
June 26, 1991, 4:17am,
5:17am, 6:17am

In this three part series, Julie O'Leary youth and family coordinator and David Gravis, independent living specialist of Paraquad discuss the importance of environments. They also talk about the support groups and services available at Paraquad, more sensitivity to the independent living movement, and the implementation of the Americans with Disabilities Act.

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
May 7, 1991, 12:17pm,
1:17pm, 2:17pm, 3:17pm
May 9, 1991, 12:17am
1:17am, 2:17am, 3:17am
May 10, 1991, 4:17pm,
5:17pm, 6:17pm, 7:17pm
May 13, 1991, 2:17pm,
3:17pm, 4:17pm, 5:17pm

In this four part series, Mitzi Kirkbride, Director of Operators of Support Dogs for the Handicapped discusses the increase in the independent living movement and how support dogs enable people with disabilities to mainstream into all aspects of society. She also talks about the specialized training the dogs go through in order to match well to the person they will be assisting.

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Handicapped - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
May 8, 1991, 2:17pm,
3:17pm
May 9, 1991, 12:17pm,
1:17pm
May 11, 1991, 6:17am,
7:17am
May 13, 1991, 12:17pm,
1:17pm
May 16, 1991, 1:17pm,
2:17pm
May 22, 1991, 6:17am,
7:17am
May 28, 1991, 8:17pm,
9:17pm

In this four part series, Kathleen Schandel and Rochelle Cox, Executive Director and Computer Training Specialist respectively of Easter Seals Society of St. Louis Chapter were the featured guest. Ms. Schandel shared some history on Easter Seal operations around the U.S. and her goals of expanding and improving the Easter Seals chapter in St. Louis. She also gave a description of the agency's programs. Ms. Cox described the computer service training program she runs and the benefits for those participating in that program.

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Handicapped - PSA

Descriptions

:30

The Epilepsy Foundation campaign explains myths vs. facts relating to epilepsy and that this disease can be effectively managed. During the period of April 1 - June 30, 1991 this PSA ran daily at 3:55am, 4:57am, 7:48am, 10:55am, 2:48pm, 5:48pm, 8:55pm.

Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

Part 3 4:30

Part 4 4:30

June 18, 1991, 11:17am,
12:17pm, 1:17pm, 2:17pm

June 20, 1991, 5:17pm,
6:17pm, 7:17pm, 8:17pm

June 21, 1991, 3:17am,
4:17am, 5:17am, 6:17am

June 22, 1991, 6:17am,
7:17am, 8:17am, 9:17am

June 24, 1991, 3:17pm,
4:17pm, 5:17pm, 6:17pm

June 27, 1991, 3:17pm,
4:17pm, 5:17pm, 6:17pm

In this four part series, Professor Victor Levine of Washington University Political Science Department was the featured guest. Mr. Levine provided a profile of countries in the Middle East. He gave a description of governments, economics populations, religion and lifestyles. He discussed the reasons for disagreements in past history and examples of leaders setting the differences. He talked about U.S. foreign policy in the Middle East and U.S. business interests in that part of the world. Mr. Levine also discussed the recent war in the Persian Gulf.

Part 1 4:30

Part 2 4:30

Part 3 4:30

June 16, 1991, 10:17am,
11:17am 12:17pm

June 17, 1991, 11:17am,
12:17pm, 1:17pm

June 25, 1991, 4:17pm,
5:17pm, 6:17pm

June 28, 1991, 7:17am,
8:17am, 9:17am

In this three part series, Professor Barbara Woods, Director of the African-American Studies Department, at St. Louis University was the featured guest. We discussed the trends of students enrolling in the A.A. Department and Ms. Woods involvement in the student awareness group. Ms. Woods also discussed her activity with National Council for Black Studies. She described the summer institute, which trains teachers in A.A. studies. Ms. Woods works with the conference on women of color as well.

pg 18a

Education - PSA

Descriptions

:60

The group of announcements sponsored by St. Louis Magnet Schools show various educational opportunities available to children in the public school system. During the period January 1 - March 31, 1991, this PSA ran at 5:55am, 10:55am, 12:55pm, 1:57pm, 7:48pm, 9:57pm, 10:55pm.

:30

James Edward Olmos reprises his role as calculus teacher in the "Stand and Deliver" for this series of announcements looking to recruitment new teachers. During the period January 1 - March 31, 1991 this PSA ran daily at 5:57am, 10:56am, 11:48am, 12:55pm, 5:48pm, 10:57pm, 11:57pm.

:60

This series of announcements sponsored by the United Negro College Fund reminds us that a mind is a terrible thing to waste. With contributions to the scholarship fund, dreams for our children won't die. During the period of January 1 - March 31, 1991 this PSA ran daily at 1:57am, 5:55am, 6:57am, 11:57am, 12:48pm, 2:55pm, 3:57pm.

Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
May 20, 1991, 4:17pm,
5:17pm
May 23, 1991, 1:17pm,
2:17pm
May 25, 1991, 2:17pm,
3:17pm
May 26, 1991, 6:17pm,
7:17pm
May 28, 1991, 6:17pm,
7:17pm
May 30, 1991, 5:17pm,
6:17pm
June 1, 1991, 7:17pm,
8:17pm

In this two part series, Flint Fowler managing director of In-Roads of St. Louis and Jocelyn Hayes, a student currently in the In-Roads program, discuss the benefits of private-public cooperative education.

Part 1 4:30
Part 2 4:30
May 7, 1991, 8:17am,
9:17am
May 8, 1991, 10:17pm,
11:17pm
May 9, 1991, 2:17pm,
3:17pm
May 11, 1991, 12:17am,
1:17am
May 12, 1991, 10:17pm,
11:17pm
May 16, 1991, 11:17am,
12:17pm

In this two part series, Karen Hylton and Betty Chancellor, Middle School Education Coordinators for the St. Louis Board of Education were the featured guest. The two coordinator provided an comprehensive overview of the middle school students. The program's discussion compared junior high school to middle school, pointing out that teacher to student contact is more consistent with middle schools. Many parents are involved with teachers in regards to the child's progress in the classroom. Subject matter is basically the same for middle school students and junior high students. Ms. Hylton and Ms. Chancellor expressed their belief that middle school students will be better in personal and career development as young adults.

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Education - Vegetable Soup
Duration/Dates/Times

Descriptions

Part 1 28:43
Part 2 28:43
Part 3 28:43
April 7, 12, 21, 28, 1991
6:30am-7:00am
7:00am-7:30am
May 5, 12, 19, 26, 1991
6:30am-7:00am
7:00am-7:30am
June 2, 9, 16, 23, 30, 1991
6:30am-7:00am
7:00am-7:30am

Vegetable Soup has a three fold purpose as its objective to reach children. It mixes language arts, social studies and career education so that youngsters can understand and function in the world around them. Literature appreciation value systems work ethics and cultural differences are creatively introduced to teach a lesson in each episode.

pg 20a

Education - PSA

Descriptions

:60

The group of announcements sponsored by St. Louis Magnet Schools show various educational opportunities available to children in the public school system. During the period April 1 - June 30, 1991 this PSA ran daily at 5:55am, 10:55am, 12:55pm, 1:57pm, 7:48pm, 9:57pm, 10:55pm.

:30

James Edward Olmos reprises his role as a calculus teacher in the "Stand and Deliver" for this series of announcements looking to recruitment new teachers. During the period of April 1 - June 30, 1991 this PSA ran daily at 5:57am, 10:56am, 11:48am, 12:55pm, 5:48pm, 10:57pm, 11:57pm.

:60

This series of announcements sponsored by the United Negro College Fund reminds us that a mind is a terrible thing to waste. With contributions to the scholarship fund, dreams for our children won't die. During the period of April 1 - June 30, 1991 this PSA ran at 1:57am, 5:55am, 6:57am, 11:57am, 12:48pm, 2:55pm, 3:57pm.

Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
June 19, 1991 2:17am,
3:17am, 4:17am
June 20, 1991, 11:17am,
12:17pm, 1:17pm
June 21, 1991, 6:17pm,
7:17pm, 8:17pm
June 25, 1991, 5:17am,
6:17am, 7:17am
June 27, 1991, 9:17am,
10:17am, 11:17am
June 28, 1991, 9:17pm,
10:17pm, 11:17pm
June 29, 1991, 7:17am,
8:17am, 9:17am

In this three part series, Gaye Wilson a Business Executive, and a coordinator of the Coro's Foundation Women In Leadership program was the featured guest. Ms. Wilson provided a description of the women in leadership program, how it began, its goals and how it assist women to prepare for life in the corporate world. She went on to discuss qualifications, to participate in the program, and women issues in regards to what it takes to be a mother and a career person.

Part 1 4:30
Part 2 4:30
June 16, 1991, 1:17pm,
2:17pm
June 17, 1991 10:17pm,
11:17pm
June 20, 1991, 12:17am,
1:17am
June 23, 1991, 3:17am,
4:17am
June 25, 1991, 7:17pm,
8:17pm
June 29, 1991, 6:17pm,
7:17pm

In this two part series, Women in Communication, President Lori Kesler was the guest. Ms. Kesler, talked about the organizations purpose when it was founded, and about its members. She described available programs for professional women and college students. She also discussed benefits of membership, and involvement in women issues.

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Women - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
June 10, 1991, 4:17pm
June 12, 1991, 2:17pm
June 15, 1991, 9:17pm

In this one part segment, Joan Duicksilver and Jean Crowder Chairwomen of Women's Resource Center and the YWCA discuss the benefit event "La Petite Dames De Mode". They discuss the services provided to low income women such as patenting skills, skills refresher courses, and rape counseling through the Women's Resource Center that are provided free of charge. Benefits such as La Petite underwrite the cost of services.

pg 22a

Women - PSA

Descriptions

:30

The United Way Campaign shows how women in crisis can receive different types of counseling through local agencies supported by United Way contributions. During the period of April 1 - June 30, 1991 this PSA ran daily at 10:55am, 2:55pm, 4:48pm, 6:57pm, 9:55pm, 11:57pm.

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Recreation - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

Part 3 4:30

May 19, 1991, 9:17pm,

10:17pm, 11:17pm

May 22, 1991, 11:17am,

12:17pm, 1:17pm

May 24, 1991, 1:17pm

In this three part series, Rev.

Harry Douma, President of Camp

Penuel discusses how his camp

offers good clean Christian based

summer educational and recreational

opportunities free of charge to

inner city St. Louis children. He

pg 24

Tourism - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

Part 3 4:30

Part 4 4:30

Part 5 4:30

June 17, 1991, 2:17pm,

6:12pm - 6:17pm

In this five part series, St. Louis
Convention and Visitors Commission
President Keith Arnold was the
featured guest. The discussion
covered local convention and
tourism attractions in 1991 in
St. Louis, Missouri.

Environment - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
 Part 2 4:30
 Part 3 4:30
 May 3, 1991, 12:17pm,
 1:17pm, 2:17pm
 May 5, 1991, 9:17pm,
 10:17pm, 11:17pm
 May 8, 1991, 12:17am,
 1:17am, 2:17am
 May 9, 1991, 7:17am,
 8:17am, 9:17am
 May 10, 1991, 11:17am,
 12:17pm, 1:17pm
 May 12, 1991, 12:17am,
 1:17am, 2:17am
 May 16, 1991, 9:17pm,
 10:17pm, 11:17pm

In this three part series, Hugh Durksen, President of the Water source discusses misconception surrounding water purity, the Clean Water Act, the EPA's role in setting water standards and various methods of filtration and purification.

Part 1 4:30
 April 21, 1991, 4:17pm,
 5:17pm
 April 22, 1991, 6:17pm,
 7:17pm
 April 30, 1991, 2:17pm,
 3:17pm
 May 3, 1991, 6:17pm
 7:17pm
 May 4, 1991, 1:17pm,
 2:17pm
 May 6, 1991, 3:17pm,
 4:17pm
 May 7, 1991, 12:17am, 1:17am

In this two part series, John Whelan Horticulture Specialist of the University of Missouri Cooperative Extension service discuss the effects of the new program "Bag It" that's teaching the benefits of composting to Missouri residents. He also discusses other natural methods to remove unwanted grasses, weeds, bugs, rodents etc. that are safe in the environment.

pg 25a

Environmental - PSA

Descriptions

:30

This Department of Conservation series of announcements explains the newly developed program that will enable commercial fisherman to help keep the waters free of plastic wastes. During the period of April 1 - June 30, 1991 this PSA

Substance Abuse - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
 Part 2 4:30
 Part 3 4:30
 Part 4 4:30
 May 3, 1991, 6:17am,
 7:17am, 8:17am, 9:17am
 May 6, 1991, 6:17am,
 7:17am 8:17am, 9:17am
 May 7, 1991, 4:17pm,
 5:17pm, 6:17pm, 7:17pm
 May 14, 1991, 8:17am,
 9:17am, 10:17am, 11:17am
 May 16, 1991, 6:17am,
 7:17am, 8:17am, 9:17am
 May 18, 1991, 3:17pm,
 4:17pm, 5:17pm, 6:17pm

In this four part series, John Brooks, Director of the Chemical Dependent Program at Central Medical Center, was the featured guest. The program's focus was to highlight the everincreasing reality of substance abuse throughout the St. Louis metropolitan area. Mr. Brooks made comparisons of CMC's treatment program to other programs in the city and county. CMC is increasing its education to the St. Louis community. Health insurance of all kinds are expected to pay for substance abuse programs. Family and friends have to be more involved in helping people recover and drop the bad habits.

pg 26a

Substance Use and Abuse - PSA

Descriptions

:30

The National Citizens Commission on Alcoholism sponsors this campaign on the hazards of drinking and driving. During the period of April 1 - June 30, 1991 this PSA ran daily at 7:57am, 9:48am, 1:55pm, 6:57pm, 7:55pm, 9:48pm, 11:57pm.

:30

Delta Sigma theta Sorority sponsors this campaign with Natalie Cole as spokesperson. She tells her personal story of how drugs almost destroyed her life, and strongly urges people to get help. During the period of April 1 - June 30, 1991 this PSA ran daily at 2:57am, 4:57am, 5:55am, 10:57am, 12:57pm, 6:55pm, 7:57pm.

:30

The National Council of Alcoholism campaign urges parents to get help for their children on drugs. During the period of April 1 - June 30, 1991 this PSA ran daily at 1:55am, 3:57am, 4:48am, 10:55am, 12:57pm, 5:55pm, 7:55pm.

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Seniors - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

In this two part series, Connie

pg 28

Finance - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
June 15, 1991, 5:17pm,
6:17pm, 7:17pm
June 18, 1991, 3:17pm,
4:17pm, 5:17pm
June 20, 1991, 9:17pm,
10:17pm, 11:17pm
June 21, 1991, 7:17am,
8:17am, 9:17am
June 22, 1991, 10:17am,
11:17am, 12:17pm
June 24, 1991, 7:17am,
8:17am, 9:17am

In this three part series, Larry Richardson, investment broke with A.G. Edwards and Sons tells how to get move from your money. He discusses financial house cleaning, making a budget, discipline needed to make and stay on a budget, understanding the stock market and common mistakes people make with their money.